



FAMILY MEMBERSHIP — Mr. and Mrs. Gerald Barrett who sign their family for membership in the Columbus Youth Association listen to Howard Meath (left), CYA director, explain the program of activities.



DAY CAMP — Boys enrolled in the summer Day Camp program of the Columbus Youth Association board the bus for trip to Powder Mill Park. This summer the CYA will direct 500 boys and girls in four day camp programs.

Chest, Red Cross Team Up In Campaign

This year, for the first time, the Community Chest and the Red Cross will conduct a joint campaign for funds in Rochester and Monroe County. From 1918 through 1942, the Red Cross was a participating agency in the Community Chest. In 1943, during World War II, the Red Cross withdrew from the Chest in order to conform with national policy, which required all local chapters, across the nation, to enter into a single, united War Fund drive during the month

of March. Recently, the national policy of the Red Cross has been modified to permit joint campaigns with Community Chests, within certain limitations.

To save manpower, expense and time and to lessen the impact of two big separate fund drives, the Community Chest and the Red Cross will conduct a joint campaign in Rochester and Monroe County this Spring. The drive is scheduled for May 6 - 17, regular time of the annual Chest campaign.

Explaining the merger in a joint statement, the boards of directors of the Rochester Community Chest and Rochester Chapter, American Red Cross, said they "recognize the extremely difficult situation" in the city and county as a result of a Red Cross campaign in March and a Chest drive in May.

In joining the Community Chest for the Campaign, the Red Cross will become a fundraising partner, and will not become a Red Feather agency.

The sum sought in the May campaign will be the total of the two organizations' budgets. Both organizations will share, proportionately, administrative and campaign expenses. These costs are expected to be "substantially less than the cost of separate campaigns."

Any amount received over or under the total goal will be shared on a percentage basis. The Local Red Cross Chapter's budget must be approved by its Board of Directors. The American National Red Cross gets a percentage of the local unit's income. Last Spring, the Chapter raised \$584,326 for 102.3% of goal.

The 1953 Chest campaign raised \$2,826,188, or 102.6 per

cent of its goal. The Chest budget is prepared by a Citizens Budget Committee, then passed upon by the Chest Board of Directors.

The joint campaign will be called the "Community Chest-Red Cross Campaign of Rochester and Monroe County."

Catholic Charities of the Diocese of Rochester

50 Chestnut Street, Rochester

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and Child Care Division Rev. Donald J. Mulcahy
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Cover Photo



Our Cover Photo was taken in the "Craft Shop" of the Genesee Settlement House on Duke Street. Little Barbara Duke is so busy with her painting she doesn't seem to know the photographer is on hand. Genesee Settlement House is a center conducted by the Social Action Division of the Rochester Catholic Charities and is a Red Feather affiliate of the Rochester Community Chest.



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